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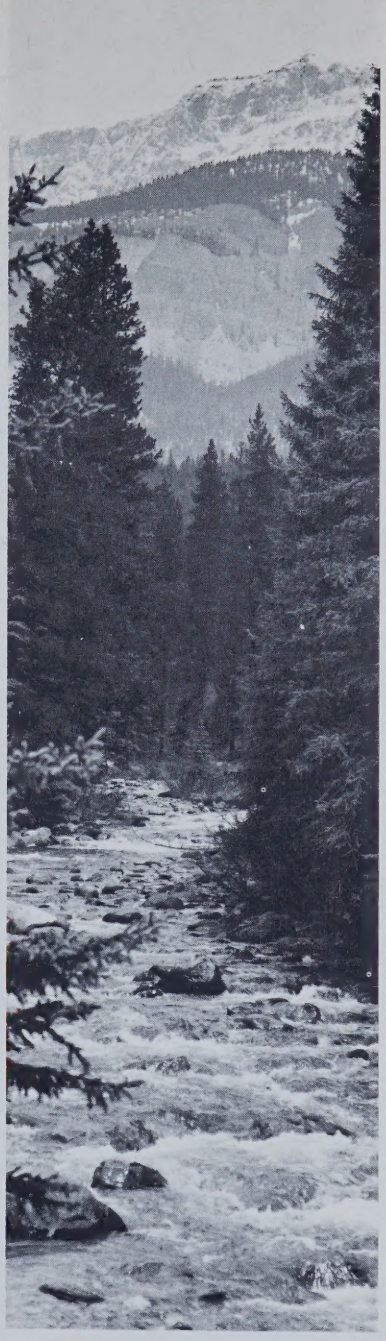

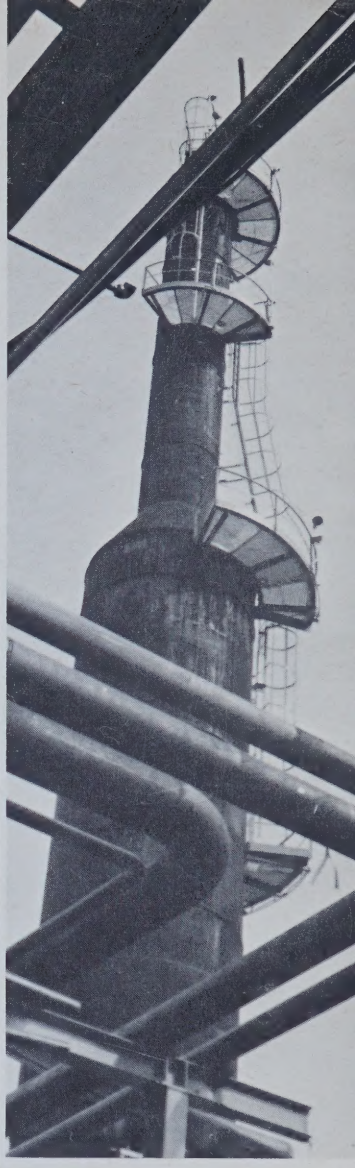

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A SURVEY ON CONSUMER AND RETAILER OPINION ON THE EFFECTIVENESS OF THE BEVERAGE CONTAINER ACT

SEPTEMBER 1972

POLLUTION CONTROL
DIVISION

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A SURVEY ON CONSUMER AND RETAILER OPINION ON THE EFFECTIVENESS OF THE BEVERAGE CONTAINER ACT

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Summary

A survey of consumers and retailers in the summer of 1972 found a very high degree of support for compulsory refunds on soft drink containers and liquor and wine bottles.

The refillable bottle was preferred by most consumers and a fair amount of support was found for a standard bottle which could be used by all manufacturers.

A high percentage of consumers would like to see a depot set up for all containers although they would like the choice of returning containers to a retail store.

It was found that the larger the retail store the greater was the opposition to accepting containers for refund. In general, retailers were much more opposed to accepting cans than they were to accepting bottles.

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Introduction

During the summer of 1972, surveys were carried out by the Pollution Control Division, Department of Environment, to ascertain consumer and retailer opinion of the Beverage Container Act which had been in force since the first of the year.

The purpose of the surveys which polled 2031 households and 649 retail businesses was fourfold:

(a) to check on the extent of knowledge of the legislation amongst the two groups,

(b) to analyze consumer buying habits and how these were affected by the Act,

(c) to obtain opinions on the legislation, its effectiveness and how it could be improved,

(d) to help educate the public as to the workings of the Act and to increase awareness of environmental quality in general.

It was hoped that the information gained would aid the decision making process when amendments to the legislation were drafted.

Personnel

The surveys were carried out by a team of University students who were hired under the Alberta Government's Summer Temporary Employment Program (STEP). A total of fifteen interviewers were employed at one time or another in the six major centres of the Province. In addition, a computer programming student was hired to analyze the data and write

the interim reports. Facilities of the Government Computing Centre were utilized.

Each interviewer did an average of seven questionnaires a day for the duration of the summer. The interviews were on a personal basis with the head of the household, or the manager of the store. All persons interviewed remained anonymous if they so wished.

The interviewers found that they could not do household interviewing early in the morning, around lunch, and before dinner, nor retail interviewing before 9:00 AM, at noon, and after about 3:30 PM, because these were busy periods.

Questionnaires

Included in the appendix are copies of the consumer and retailer questionnaires. The interviewers repeated the questions from the questionnaire to the head of the household (or retail manager) and then checked off the alternative that best fit the answer given. Each alternative had a number associated with it, and in this way the answers were analyzed by computer.

Computer Programming

A copy of each of the consumer and the retailer questionnaire programs are included in the appendix. Since the principles for both programs are virtually identical, comments will be restricted to the Consumer Program.

Once the consumer questionnaire was filled out, all information from that questionnaire was put onto one date card in the following manner:

1. The number associated with the alternative checked off for any given question was written in the box in the left margin beside that question. NOTE: Questions such as question 5 of the retailer survey are actually several questions in one, each requiring a margin box.

2. The numbers are then punched consecutively into the first 28 columns of the data card.

3. A '6' is punched into the column corresponding to a question where no answer was given.

All computations in the consumer program are done in the subroutine SORT. This subroutine simply adds up the number of 1's in any given column of all the cards, then the 2's, all the way to the 6's. Thus, for example, if we add up the number of 1's in the second column of all the data cards, we have found out how many people answered "Yes" to that question. Then it is a simple matter to find percentages and print the results.

The vectors A1,..., A28 store the answers for questions #1 through #28. Each of these vectors has 3000 elements, so the program is capable of analyzing up to 3000 questionnaires.

The first data card gives the number of data cards following (number of questionnaires being analyzed).

Results

Included in the report are the results of both the Consumer and the Retailer Surveys.

The Retail Survey was made up from a sample of supermarkets,

groceries, drugstores and several service stations throughout Alberta. The sample breakdown was as follows:

EDMONTON	176	Retailers
CALGARY	320	"
RED DEER	66	"
LETHBRIDGE	64	"
MEDICINE HAT	14	"
GRANDE PRAIRIE	9	"
TOTAL	649	

The retailers interviewed were found through city directories.

The Consumer Survey was made up from a random sample of households in Alberta. Approximately .15% of the population of Alberta was sampled; the majority from the urban areas. Each urban centre was given a quota of questionnaires to be done and that quota was to be distributed evenly over the entire city. A chart is shown on the following page, of the provincial distribution based on .15% of the provincial population.

AREA	POPULATION (thousands)	%	NUMBER OF QUESTIONNAIRES Ideal:	Realized:
EDMONTON	378	26	700	1010
CALGARY	330	23	500	660
LETHBRIDGE	37	3	80	190
RED DEER	26	2	60	150
GRANDE PRAIRIE	11	1	20	20
RURAL AREAS	600	45	900	0
TOTAL FOR ALBERTA	1463	100	2160	2030

Conclusions

NOTE: For some questions, 'None of the above' may perhaps be more meaningful than 'Did not answer.'

Eg: #5 If you return cans for a refund, where do you usually take them?

66.9% did not answer, probably because they returned cans to none of the above places.

From the surveys, the following conclusions can be drawn:

1. The return rate on refillable bottles is approximately 89%. This is supported by the results of Consumer Questions #4 & 5.

2. The return rate on cans is much lower: approximately 33% (Consumer #5).

3. Increasing the deposit would not increase container returns substantially. Only 25% of households said they would return more containers if the deposit was higher. 19% said they would buy less pop if the deposit was higher (Consumer #6 & 7).

4. People would like to see universal depots set up (86% agreement), but also would not like to give up the convenience of being able to return containers to their stores (54% to stores vs. 38% to depots).

5. Refillable bottles are the most popular containers (80% of sales) and their sales have been increasing, while sales of cans have been dropping since June. (Consumer #12 & 13; Retailer #4 & 5)

6. 65 - 70% of retailers would like to stock a standard soft drink bottle and this idea was favoured by 80% of consumers.

APPENDIX "A"

RESULTS OF THE CONSUMER SURVEY

THERE WERE 2031 HOUSEHOLDS INTERVIEWED
IN THIS QUESTIONNAIRE SURVEY

1. DO YOU OR YOUR FAMILY DRINK SOFT DRINKS?

24.4 %	OF HOUSEHOLDS SAID FREQUENTLY
69.9 %	SAID SOMETIMES
5.8 %	SAID NEVER
0.0 %	DID NOT ANSWER

2. DO YOU KNOW THAT UNDER THE LAW YOU ARE ENTITLED TO A REFUND ON ALL SOFT DRINK BOTTLES AND CANS?

90.3 %	OF HOUSEHOLDS SAID YES
3.7 %	SAID THEY HEARD SOMETHING ABOUT IT
3.5 %	SAID NO
2.4 %	DID NOT ANSWER

3. DO YOU THINK THAT SUCH A LAW IS NECESSARY?

88.8 %	OF HOUSEHOLDS SAID YES
6.6 %	SAID PERHAPS
1.7 %	SAID NO
2.8 %	DID NOT ANSWER

4. HOW DO YOU USUALLY DISPOSE OF SOFT DRINK BOTTLES AND CANS?

84.5 %	OF HOUSEHOLDS SAID RETURN FOR REFUND
4.2 %	SAID PUT IN GARBAGE
5.4 %	SAID GIVE TO BOTTLE DRIVES
5.9 %	DID NOT ANSWER

5. IF YOU RETURN BOTTLES FOR A REFUND, WHERE DO YOU USUALLY TAKE THEM?

67.3 % OF HOUSEHOLDS SAID TO STORE WHERE PURCHASED
21.3 % SAID TO NEAREST STORE
11.1 % DID NOT ANSWER

IF YOU RETURN CANS FOR A REFUND, WHERE DO YOU USUALLY TAKE THEM?

7.0 % OF HOUSEHOLDS SAID TO STORE WHERE PURCHASED
8.9 % SAID TO NEAREST STORE
16.9 % SAID TO A DEPOT
66.9 % DID NOT ANSWER

6. WOULD YOU RETURN MORE CONTAINERS IF THE REFUND WAS HIGHER?

25.3 % OF HOUSEHOLDS SAID YES
25.2 % SAID PERHAPS
42.7 % SAID NO
6.9 % DID NOT ANSWER

7. HOW WOULD AN INCREASE IN THE DEPOSIT AFFECT YOUR PURCHASES OF SOFT DRINKS?

18.6 % OF HOUSEHOLDS SAID THEY WOULD BUY LESS
74.0 % SAID NO CHANGE
1.4 % SAID THEY WOULD BUY MORE
6.1 % DID NOT ANSWER

8. DO YOU FEEL THE PRESENT SYSTEM FOR REFUNDING CONTAINERS IS ADEQUATE?

55.0 % OF HOUSEHOLDS SAID YES
37.6 % SAID NO
7.4 % DID NOT ANSWER

9. WHERE WOULD YOU PREFER TO RETURN AN EMPTY CONTAINER?

53.7 % OF HOUSEHOLDS SAID TO A RETAIL STORE THAT SELLS THAT CONTAINER
37.7 % SAID TO A CENTRAL DEPOT
8.6 % DID NOT ANSWER

10. IF YOU HAD TO GO TO A DEPOT, WHAT WOULD BE THE MAXIMUM DISTANCE YOU WOULD TRAVEL?

19.0 % OF HOUSEHOLDS SAID LESS THAN 1/2 MILE
26.8 % SAID 1/2 TO 1 MILE
18.5 % SAID 1 TO 2 MILES
17.0 % SAID 2 TO 3 MILES
8.3 % SAID MORE THAN 3 MILES
10.5 % DID NOT ANSWER

11. WOULD YOU LIKE TO SEE A DEPOT SET UP TO TAKE ALL TYPES AND BRANDS OF BEVERAGE CONTAINERS?

86.2 % OF HOUSEHOLDS SAID YES
8.1 % SAID PERHAPS
4.5 % SAID NO
1.2 % DID NOT ANSWER

12. WHAT TYPE OF CONTAINER DO YOU USUALLY BUY?

81.1 % OF HOUSEHOLDS SAID REFILLABLE BOTTLES
2.1 % SAID NONREFILLABLE BOTTLES
7.6 % SAID CANS
9.2 % DID NOT ANSWER

13. WHAT TYPE OF CONTAINER WOULD YOU PREFER TO BUY?

80.8 % OF HOUSEHOLDS SAID REFILLABLE BOTTLES
1.5 % SAID NONREFILLABLE BOTTLES
8.4 % SAID CANS
9.3 % DID NOT ANSWER

14. WOULD YOU PREFER TO SEE A STANDARD SOFT DRINK BOTTLE USED BY ALL MANUFACTURERS?

40.0 %	OF HOUSEHOLDS SAID YES
28.5 %	SAID PERHAPS
19.4 %	SAID NO
12.1 %	DID NOT ANSWER

15. WOULD YOU PURCHASE SUCH A BOTTLE IN PREFERENCE TO THE MANY EXISTING CONTAINERS?

34.4 %	OF HOUSEHOLDS SAID YES
26.8 %	SAID PERHAPS
23.9 %	SAID NO
14.8 %	DID NOT ANSWER

16. ABOUT HOW MANY CONTAINERS DO YOU COLLECT BEFORE YOU RETURN THEM?

9.5 %	OF HOUSEHOLDS SAID 6 OR LESS
24.6 %	SAID 6 TO 12
23.1 %	SAID 12 TO 24
21.7 %	SAID 24 TO 48
12.4 %	SAID GREATER THAN 48
8.8 %	DID NOT ANSWER

17. HAVE YOU HAD DIFFICULTY IN OBTAINING A CASH REFUND ON EMPTY CONTAINERS?

25.1 %	OF HOUSEHOLDS SAID YES
66.1 %	SAID NO
8.8 %	DID NOT ANSWER

18. DO YOU THINK THE COMPULSORY DEPOSIT ON CONTAINERS IS HELPING TO REDUCE LITTER?

65.4 % OF HOUSEHOLDS SAID YES
24.8 % SAID PERHAPS
8.0 % SAID NO
1.8 % DID NOT ANSWER

19. WHAT MEASURES WOULD BE EFFECTIVE IN REDUCING LITTER?

PUBLIC EDUCATION?

53.6 % OF HOUSEHOLDS SAID YES
31.1 % SAID PERHAPS
14.5 % SAID NO
0.8 % DID NOT ANSWER

STIFFER FINES FOR LITTERING?

43.9 % OF HOUSEHOLDS SAID YES
31.9 % SAID PERHAPS
23.5 % SAID NO
0.8 % DID NOT ANSWER

HIGHER REFUNDS ON BEVERAGE CONTAINERS?

34.1 % OF HOUSEHOLDS SAID YES
36.4 % SAID PERHAPS
28.7 % SAID NO
0.8 % DID NOT ANSWER

20. WOULD YOU LIKE TO SEE A DEPOSIT-REFUND SYSTEM ON OTHER CONSUMER ITEMS SUCH AS:

LIQUOR AND WINE BOTTLES

90.7 %	OF HOUSEHOLDS SAID YES
6.3 %	SAID NO
3.0 %	DID NOT ANSWER

FOOD CANS AND JARS

57.3 %	OF HOUSEHOLDS SAID YES
39.6 %	SAID NO
3.2 %	DID NOT ANSWER

PAPER PRODUCTS

59.0 %	OF HOUSEHOLDS SAID YES
38.3 %	SAID NO
2.6 %	DID NOT ANSWER

AUTOMOBILES

69.0 %	OF HOUSEHOLDS SAID YES
25.4 %	SAID NO
5.7 %	DID NOT ANSWER

21. WOULD YOU BE WILLING TO SEPARATE YOUR HOUSEHOLD GARBAGE INTO PAPER, GLASS, METAL, AND WET GARBAGE CONTAINERS?

60.2 %	OF HOUSEHOLDS SAID YES
25.5 %	SAID PERHAPS
14.0 %	SAID NO
0.3 %	DID NOT ANSWER

22. WOULD YOU BE WILLING TO TAKE ALL OR SOME OF THE SEPARATED PORTIONS TO A NEARBY SALVAGE DEPOT?

33.0 %	OF HOUSEHOLDS SAID YES
33.8 %	SAID PERHAPS
32.5 %	SAID NO
0.6 %	DID NOT ANSWER

APPENDIX "B"

RESULTS OF RETAILER SURVEY

OF THE 649 BUSINESSES SURVEYED IN THIS QUESTIONNAIRE,

478 OR	73.7 %	WERE GROCERY/CONFECTIONARIES
33 OR	5.1 %	WERE DRUGSTORES
8 OR	1.2 %	WERE SERVICE STATION/CAR WASHES
0 OR	0.0 %	WERE VENDING MACHINE COMPANIES
130 OR	20.0 %	WERE SUPERMARKETS

2. WHEN ASKED WHETHER OR NOT THEY WERE FAMILIAR WITH THE BEVERAGE CONTAINER ACT

62.6 % OF ALL BUSINESSES	SAID YES
24.0 %	SAID SOMEWHAT
13.1 %	SAID NO
0.3 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	SOMEWHAT	NO
GROCERY-CONFECTIONARIES	57.5%	27.2%	14.9%
DRUGSTORES	60.6%	24.2%	15.2%
SERVICE STATION - CARWASHES	62.5%	0.0%	37.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	81.5%	13.8%	4.6%

3. WHEN ASKED IF THEIR CUSTOMERS KNEW A REFUND WAS PAYABLE ON ALL SOFT DRINK CONTAINERS

93.7 % OF THEM SAID THAT MOST OF THE CUSTOMERS DID
4.0 % SAID THAT ABOUT 1/2 DID
1.2 % SAID THAT MOST DID NOT
0.9 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	MOST DO	ABOUT 1/2 DO	MOST DO NOT
GROCERY-CONFECTIONARIES	93.7%	4.2%	1.0%
DRUGSTORES	90.9%	3.0%	3.0%
SERVICE STATION - CARWASHES	87.5%	0.0%	0.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	94.6%	3.8%	1.5%

4. WHEN ASKED WHAT TYPES OF CONTAINERS THE RETAILER SOLD.

GROCERY/CONFECTIONARIES ON THE AVERAGE SAID 90.2 % REFILLABLE BOTTLES
0.7 % NON-REFILLABLE BOTTLES
8.0 % CANS

DRUGSTORES ON THE AVERAGE SAID 74.0 % REFILLABLE BOTTLES
1.7 % NON-REFILLABLE BOTTLES
22.5 % CANS

SERVICE STATION/CARWASHES ON THE AVERAGE SAID 81.9 % REFILLABLE BOTTLES
0.0 % NON-REFILLABLE BOTTLES
6.9 % CANS

VENDING. MACH. COMPANIES ON AVERAGE SAID 0.0 % REFILLABLE BOTTLES
0.0 % NON-REFILLABLE BOTTLES
0.0 % CANS

SUPERMARKETS ON THE AVERAGE SAID 62.6 % REFILLABLE BOTTLES
6.1 % NON-REFILLABLE BOTTLES
26.1 % CANS

5. WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN THE SALES OF REFILLABLE BOTTLES SINCE JANUARY 1ST,

24.3 % OF ALL BUSINESSES SAID MORE
73.3 % SAID NO CHANGE
1.7 % SAID LESS
0.6 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	LESS	NO CHANGE	MORE
GROCERY-CONFECTIONARIES	1.5%	77.2%	21.1%
DRUGSTORES	3.0%	87.9%	9.1%
SERVICE STATION - CARWASHES	0.0%	87.5%	12.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	2.3%	54.6%	40.8%

WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN SALES OF NON-REFILLABLE BOTTLES,

1.7 % OF ALL BUSINESSES SAID MORE
94.9 % SAID NO CHANGE
2.9 % SAID LESS
0.5 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	LESS	NO CHANGE	MORE
GROCERY-CONFECTIONARIES	1.3%	97.9%	0.4%
DRUGSTORES	0.0%	97.0%	3.0%
SERVICE STATION - CARWASHES	0.0%	100.0%	0.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	10.0%	83.1%	6.2%

WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN SALES OF CANS,

3.9 % OF ALL BUSINESSES SAID MORE
70.0 % SAID NO CHANGE
25.9 % SAID LESS
0.3 % DID NOT ANSWER

	LESS	NO CHANGE	MORE
GROCERY-CONFECTIONARIES	23.6%	71.8%	4.4%
DRUGSTORES	6.1%	90.9%	3.0%
SERVICE STATION - CARWASHES	0.0%	100.0%	0.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	40.8%	56.2%	2.3%

6. WHEN ASKED IF THEY PREFERRED TO TAKE BACK EMPTY CONTAINERS AT THEIR PLACE OF BUSINESS,

35.6 %	OF ALL BUSINESSES SAID YES
20.8 %	SAID REFILLABLE BOTTLES ONLY
0.0 %	SAID CANS ONLY
4.0 %	SAID LIMITED NUMBER
38.8 %	SAID NO, NONE AT ALL
0.8 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	BOTTLES	CANS	LIMITED	NONE
GROCERY/CONFECTIONARY	39.5 %	23.0 %	0.0 %	3.8 %	32.8 %
DRUGSTORE	39.4 %	3.0 %	0.0 %	15.2 %	39.4 %
SERVICE STATION/CAR WASH	25.0 %	12.5 %	0.0 %	12.5 %	50.0 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	20.8 %	17.7 %	0.0 %	1.5 %	60.0 %

7. WHEN ASKED IF THEY WOULD TAKE BACK CONTAINERS IF PAID A HANDLING CHARGE,

46.8 %	OF ALL BUSINESSES SAID YES
12.2 %	SAID LIMITED NUMBER
37.9 %	SAID NO
3.1 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	LIMITED NUMBER	NO
GROCERY-CONFECTIONARIES	50.8%	12.6%	33.5%
DRUGSTORES	27.3%	12.1%	57.6%
SERVICE STATION - CARWASHES	50.0%	0.0%	50.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	36.9%	11.5%	48.5%

8. WHEN ASKED WHAT THEIR HANDLING COSTS WOULD BE FOR A CASE OF 24 CONTAINERS,

5.4 %	OF ALL BUSINESSES SAID LESS THAN 5 CENTS
21.1 %	SAID 5 -10 CENTS
11.6 %	SAID 10 -20 CENTS
10.8 %	SAID 20 -25 CENTS
8.0 %	SAID MORE THAN 25 CENTS
43.1 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	<5	5 -10	10 -20	20 -25	>25
GROCERY/CONFECTIONARY	5.9 %	20.1 %	10.5 %	10.9 %	6.7 %
DRUGSTORE	6.1 %	24.2 %	12.1 %	9.1 %	15.2 %
SERVICE STATION/CAR WASH	0.0 %	12.5 %	12.5 %	25.0 %	25.0 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	3.8 %	24.6 %	15.4 %	10.0 %	10.0 %

9. WHEN ASKED IF THEY THOUGHT DEPOTS SHOULD ACCEPT ALL BRANDS OF CONTAINER,

86.1 %	OF ALL BUSINESSES SAID YES
7.6 %	SAID PERHAPS
4.5 %	SAID NO
1.8 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	PERHAPS	NO
GROCERY-CONFECTIONARIES	82.8%	9.4%	5.4%
DRUGSTORES	87.9%	3.0%	6.1%
SERVICE STATION - CARWASHES	100.0%	0.0%	0.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	96.9%	2.3%	0.8%

10. WHEN ASKED WHAT A REASONABLE BUSINESS-TO-DEPOT DISTANCE WAS,

19.9 %	OF ALL BUSINESSES SAID LESS THAN 1/2 MILE
36.7 %	SAID 1/2 - 1 MILE
17.6 %	SAID 1 - 2 MILES
7.7 %	SAID 2 - 3 MILES
7.6 %	SAID MORE THAN 3 MILES
10.6 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	<1/2 M.	1/2 - 1 M.	1-2 M.	2-3 M.	>3 MILES
GROCERY/CONFECTIONARY	20.5 %	39.1 %	13.8 %	6.3 %	6.5 %
DRUGSTORE	15.2 %	36.4 %	21.2 %	15.2 %	9.1 %
SERVICE STATION/CAR WASH	12.5 %	0.0 %	37.5 %	12.5 %	37.5 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	19.2 %	30.0 %	29.2 %	10.8 %	9.2 %

11. WHEN ASKED IF THEY PREFERRED TO SEE EMPTY CONTAINERS KEPT OUT OF FOOD STORES

70.0 %	OF ALL BUSINESSES SAID YES
15.3 %	SAID NO OPINION
14.5 %	SAID NO
0.3 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	NO OPINION	NO
GROCERY-CONFECTIONARIES	66.9%	15.9%	16.7%
DRUGSTORES	42.4%	39.4%	18.2%
SERVICE STATION - CARWASHES	50.0%	37.5%	12.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	89.2%	5.4%	5.4%

12. WHEN ASKED IF THEY THOUGHT RAISING THE DEPOSIT WOULD INCREASE THE RATE OF RETURN

41.0 %	OF ALL BUSINESSES SAID YES
14.2 %	SAID PERHAPS
43.3 %	SAID NO
1.5 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	PERHAPS	NO
GROCERY-CONFECTIONARIES	40.4%	15.1%	42.5%
DRUGSTORES	42.4%	9.1%	48.5%
SERVICE STATION - CARWASHES	25.0%	25.0%	50.0%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	43.8%	11.5%	44.6%

13. WHEN ASKED WHAT THE REFUND WOULD HAVE TO BE TO ENSURE A HIGH CONTAINER RETURN RATE

19.7 %	OF BUSINESSES SAID 3 CENTS
29.6 %	SAID 5 CENTS
3.4 %	SAID 10 CENTS
0.3 %	SAID 15 CENTS
0.3 %	SAID 25 CENTS OR MORE
46.7 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	3	5	10	15	>25
GROCERY/CONFECTIONARY	19.7 %	29.9 %	1.7 %	0.4 %	0.4 %
DRUGSTORE	24.2 %	27.3 %	3.0 %	0.0 %	0.0 %
SERVICE STATION/CAR WASH	0.0 %	75.0 %	0.0 %	0.0 %	0.0 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	20.0 %	26.2 %	10.0 %	0.0 %	0.0 %

4. WHEN ASKED WHAT TYPE OF CONTAINER IS MOST POPULAR WITH THE CUSTOMER,

85.1 % OF BUSINESSES	SAID REFILLABLE BOTTLE
0.9 %	SAID NON-REFILLABLE BOTTLE
5.5 %	SAID CAN
7.1 %	SAID NO DIFFERENCE
1.4 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	REFILL.	NON-REF. BOT.	CAN	NO DIFFERENCE
GROCERY/CONFECTIONARY	90.8 %	0.4 %	2.7 %	4.8 %
DRUGSTORE	75.8 %	0.0 %	9.1 %	9.1 %
SERVICE STATION/CAR WASH	75.0 %	0.0 %	0.0 %	12.5 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	66.9 %	3.1 %	15.4 %	14.6 %

15. WHEN ASKED WHAT THEIR OPINION OF THE BEVERAGE CONTAINER LEGISLATION WAS,

28.5 % OF BUSINESSES	SAID THEY AGREE TOTALLY
49.3 %	SAID THEY AGREE PARTIALLY
8.5 %	SAID THEY DISAGREE TOTALLY
13.7 %	DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	AGREE TOTALLY	AGREE PARTIALLY	DISAGREE TOTALLY
GROCERY/CONFECTIONARY	27.4 %	47.1 %	7.7 %
DRUGSTORE	30.3 %	57.6 %	6.1 %
SERVICE STATION/CAR WASH	37.5 %	62.5 %	0.0 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %
SUPERMARKET	31.5 %	54.6 %	12.3 %

16. WHEN ASKED IF THEY THOUGHT THIS LEGISLATION WAS HELPING TO REDUCE LITTER FROM BEVERAGE CONTAINERS,

41.3 % OF BUSINESSES SAID YES
35.1 % SAID SOMEWHAT
20.8 % SAID NO
2.8 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	SOMEWHAT	NO
GROCERY-CONFECTIONARIES	40.0%	35.8%	20.7%
DRUGSTORES	48.5%	36.4%	15.2%
SERVICE STATION - CARWASHES	25.0%	62.5%	12.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	45.4%	30.8%	23.1%

17. WHEN ASKED IF THEY WOULD LIKE TO SEE A STANDARD SOFT DRINK BOTTLE FOR ALL BRANDS

68.4 % OF BUSINESSES SAID YES
16.8 % SAID NOT SURE
13.6 % SAID NO
1.2 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	NOT SURE	NO
GROCERY-CONFECTIONARIES	65.5%	18.6%	14.4%
DRUGSTORES	72.7%	9.1%	18.2%
SERVICE STATION - CARWASHES	75.0%	12.5%	12.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	77.7%	12.3%	9.2%

18. WHEN ASKED IF THEY WOULD PREFER TO STOCK AND SELL SUCH A BOTTLE,

65.2 % OF BUSINESSES SAID YES
20.6 % SAID NOT SURE
12.8 % SAID NO
1.4 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	YES	NOT SURE	NO
GROCERY-CONFECTIONARIES	62.6%	22.6%	13.4%
DRUGSTORES	66.7%	15.2%	18.2%
SERVICE STATION - CARWASHES	75.0%	12.5%	12.5%
VENDING MACHINE COMPANIES	0.0%	0.0%	0.0%
SUPERMARKETS	73.8%	15.4%	9.2%

19. WHEN ASKED WHAT TYPE OF CONTAINER THEY PREFERRED TO HANDLE,

65.6 % OF BUSINESSES SAID REFILLABLE BOTTLE
3.2 % SAID NON-REFILLABLE BOTTLE
13.7 % SAID CAN
16.5 % SAID NO DIFFERENCE
0.9 % DID NOT ANSWER

BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS

	REFILL.	NON-REF. BOT.	CAN	NO DIFFERENCE
GROCERY/CONFECTIONARY	70.7 %	2.3 %	10.5 %	15.5 %
DRUGSTORE	66.7 %	6.1 %	15.2 %	12.1 %
SERVICE STATION/CAR WASH	75.0 %	0.0 %	12.5 %	12.5 %
VENDING MACHINE COMPANY	0.0 %	0.0 %	0.0 %	0.0 %
SUPERMARKET	46.2 %	6.2 %	25.4 %	21.5 %

APPENDIX "C"

SAMPLE QUESTIONNAIRES

CONSUMER QUESTIONNAIRE ON SOFT DRINK CONTAINERS

ADDRESS _____

INTERVIEWER _____

1. Do you or your family drink soft drinks?
   1 ☐ Frequently 2 ☐ Sometimes 3 ☐ Never
2. Do you know that under the law you are entitled to a refund on all soft drink bottles and cans?
   1 ☐ Yes 2 ☐ Heard something about it 3 ☐ No
3. Do you think that such a law is necessary?
   1 ☐ Yes 2 ☐ Perhaps 3 ☐ No
4. How do you usually dispose of empty soft drink bottles and cans?
   1 ☐ Return for refund 2 ☐ Put in garbage 3 ☐ Give to bottle drives
5. If you return the bottles and cans for refund, where do you usually take them?
   Bottles 1 ☐ Store where purchased 2 ☐ Nearest store
   Cans 1 ☐ Store where purchased 2 ☐ Nearest store 3 ☐ Depot
6. Would you return more containers if the refund was higher?
   1 ☐ Yes 2 ☐ Perhaps 3 ☐ No
7. How would an increase in the deposit on a container affect your purchases of soft drinks?
   1 ☐ Would buy less 2 ☐ No change 3 ☐ Would buy more
8. Do you feel the present system for refunding containers is adequate?
   1 ☐ Yes 2 ☐ No
9. Where would you prefer to return an empty container?
   1 ☐ A retail store that sells that container 2 ☐ A central depot
10. If you had to go to a depot, what would be the maximum distance you would travel?
    1 ☐ Less than 1/2 mile 2 ☐ 1/2 to 1 mile 3 ☐ 1 to 2 miles
    4 ☐ 2 to 3 miles 5 ☐ More than 3 miles
11. Would you like to see a depot set up to take all types and brands of beverage containers?
    1 ☐ Yes 2 ☐ Perhaps 3 ☐ No
12. What type of container do you usually buy?
    1 ☐ Refillable bottles 2 ☐ Non-refillable bottles 3 ☐ Cans
13. What type of container would you prefer to buy if available?
    1 ☐ Refillable bottles 2 ☐ Non-refillable bottles 3 ☐ Cans
14. Would you prefer to see a standard soft drink bottle used by all manufacturers?
    1 ☐ Yes 2 ☐ Perhaps 3 ☐ No

15. Would you purchase such a bottle in preference to the many existing containers?

1 ☐ Yes 2 ☐ Perhaps 3 ☐ No

16. About how many containers do you collect before you return them?

1 ☐ 6 or less 2 ☐ 6 to 12 3 ☐ 12 to 24

4 ☐ 24 to 48 5 ☐ Greater than 48

17. Have you had difficulty in obtaining a cash refund on empty containers?

1 ☐ Yes 2 ☐ No

18. Do you think the compulsory deposit on containers is helping to reduce litter?

1 ☐ Yes 2 ☐ Perhaps 3 ☐ No

19. What measures would be effective in reducing litter?

Public Education?	1 ☐ Yes	2 ☐ Perhaps	3 ☐ No
Stiffer fines for littering?	1 ☐ Yes	2 ☐ Perhaps	3 ☐ No
Higher refunds on beverage containers?	1 ☐ Yes	2 ☐ Perhaps	3 ☐ No

20. Would you like to see a deposit-refund system on other consumer items such as:

Liquor and wine bottles	1 ☐ Yes	2 ☐ No
Food cans and jars	1 ☐ Yes	2 ☐ No
Paper products	1 ☐ Yes	2 ☐ No
Automobiles	1 ☐ Yes	2 ☐ No

21. Would you be willing to separate your household garbage into paper, glass, metal, and wet garbage containers?

1 ☐ Yes 2 ☐ Perhaps 3 ☐ No

22. Would you be willing to take all or some of the separated portions to a nearby salvage depot?

1 ☐ Yes 2 ☐ Perhaps 3 ☐ No

23. Comments: _____

_____

_____

_____

_____

_____

QUESTIONNAIRE FOR RETAILERS OF SOFT DRINKS

Name of Business or Code: _____

Address: _____ Phone: _____

Person Interviewed: _____ Title: _____

Date of Interview: _____ Interviewer: _____

---

1. Type of Business:
   - 0 ☐ *grocery-confectionary*
   - 1 ☐ *drug store*
   - 2 ☐ *service station-car wash*
   - 3 ☐ *vending machine company*
   - 4 ☐ *supermarket*

2. Are you familiar with the Beverage Container Act?
   - 2 ☐ *Yes*
   - 1 ☐ *Somewhat*
   - 0 ☐ *No*

3. Do your customers know that a refund is payable on all soft drink containers?
   - 2 ☐ *most do*
   - 1 ☐ *about ½ do*
   - 0 ☐ *most don't*

4. What are the types of soft drink containers that you sell? Give percent of total soft drink sales.

Percent	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Refillable bottles	0 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐	7 ☐	8 ☐	9 ☐
Non-refillable	0 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐	7 ☐	8 ☐	9 ☐
Cans	0 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐	7 ☐	8 ☐	9 ☐

5. Have there been any changes in these sales since Janaury 1st?

Refillable bottles	2 ☐ *more*	1 ☐ *no change*	0 ☐ *less*
Non-refillable bottles	2 ☐ *more*	1 ☐ *no change*	0 ☐ *less*
Cans	2 ☐ *more*	1 ☐ *no change*	0 ☐ *less*

6. Do you prefer to take back empty containers and give refunds at your place of busines
   - 4 ☐ *Yes, all types that I sell*
   - 3 ☐ *Refillable bottles only*
   - 2 ☐ *Cans only*
   - 1 ☐ *Limited number only*
   - 0 ☐ *No, none whatsoever*

7. Would you take back containers if you were paid a handling charge?
   - 2 ☐ *Yes*
   - 1 ☐ *Limited number*
   - 0 ☐ *No*

8. What would your costs be for handling a case of 24 containers?
   - 0 ☐ *Less than 5¢*
   - 1 ☐ *5¢ to 10¢*
   - 2 ☐ *10¢ to 20¢*
   - 3 ☐ *20¢ to 25¢*
   - 4 ☐ *more than 25¢*

9. Do you think a depot system should accept all brands and types of containers?
   - 1 ☐ *Yes*
   - 2 ☐ *Perhaps*
   - 0 ☐ *No*

10. What is a reasonable distance to make a customer go to a depot (miles from your place of business)?

0 ☐ less than ½ mile 1 ☐ ½ to 1 miles 2 ☐ 1 to 2 miles
3 ☐ 2 to 3 miles 4 ☐ more than 3 miles

11. Would you prefer to see empty containers kept out of food sotres?

2 ☐ Yes 1 ☐ No opinion 0 ☐ No

12. Do you think that raising the deposit on containers would increase the rate of return?

2 ☐ Yes 1 ☐ Perhaps 0 ☐ No (if no omit #13)

13. What would the refund have to be to ensure a high rate of return of containers?

0 ☐ 3¢ 1 ☐ 5¢ 2 ☐ 10¢ 3 ☐ 15¢ 4 ☐ 25¢ or more

14. What type of container is most popular with the customer?

(Explain why in Question #20)

0 ☐ Refillable bottle 1 ☐ Non-refillable bottle 2 ☐ Can 3 ☐ No
enc

15. What is your opinion of the Beverage Container legislation?

2 ☐ Agree totally 1 ☐ Agree paritally 0 ☐ Disagree totally

16. Do you think this legislation is helping to reduce litter from beverage containe

2 ☐ Yes 1 ☐ Somewhat 0 ☐ No

17. Would you like to see a standard soft drink bottle that could be used by all brand

2 ☐ Yes 1 ☐ Not sure 0 ☐ No

18. Would you prefer to stock and sell such a bottle as opposed to the many types and shapes now in use?

2 ☐ Yes 1 ☐ Not sure 0 ☐ No

19. What type of container do you prefer to handle.

0 ☐ Refillable bottles 1 ☐ Non-refillable bottles 2 ☐ Cans 3 ☐ No d
ence

20. Please give expanded comments on the legislation, problem areas and proposed solut

_____

_____

_____

_____

_____

APPENDIX "D"

SAMPLE PROGRAMS

```
V G LEVEL  20                    MAIN                    DATE = 72242          02/18/39

      C     CONSUMER QUESTIONNAIRE PROGRAM
            INTEGER*2 A1(3000),A2(3000),A3(3000),A4(3000),A5(3000),A6(3000),
           *        A7(3000),A8(3000),A9(3000),A10(3000),A11(3000),A12(3000),
           *  A13(3000),A14(3000),A15(3000),A16(3000),A17(3000),A18(3000),
           *  A19(3000),A20(3000),A21(3000),A22(3000),A23(3000),A24(3000),
           *  A25(3000),A26(3000),A27(3000),A28(3000)
            REAL ACUM(6)
            COMMON N,ACUM
            READ(5,1)N
      1     FORMAT(I5)
            DO 3 I=1,N
            READ(5,2) A1(I), A2(I), A3(I), A4(I), A5(I), A6(I), A7(I), A8(I),
           *          A9(I),A10(I),A11(I),A12(I),A13(I),A14(I),A15(I),A16(I),
           *         A17(I),A18(I),A19(I),A20(I),A21(I),A22(I),A23(I),A24(I),
           *         A25(I),A26(I),A27(I),A28(I)
      2     FORMAT(2811)
      3     CONTINUE
            CALL SORT(A1)
            WRITE(6,7)N
      7     FORMAT('1',20X,'THERE WERE',I5,' HOUSEHOLDS INTERVIEWED ')
            WRITE(6,8)
      8     FORMAT('0',20X,'IN THIS QUESTIONNAIRE SURVEY')
            WRITE(6,9)
      9     FORMAT('-')
            WRITE(6,10)
     10     FORMAT('-','1.      DO YOU OR YOUR FAMILY DRINK SOFT DRINKS?')
            WRITE(6,11)ACUM(1)
     11     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID FREQUENTLY')
            WRITE(6,12)ACUM(2)
     12     FORMAT('0',10X,F5.1,' %                SAID SOMETIMES')
            WRITE(6,13)ACUM(3)
     13     FORMAT('0',10X,F5.1,' %                SAID NEVER')
            WRITE(6,85)ACUM(6)
            CALL SORT(A2)
            WRITE(6,9)
            WRITE(6,14)
     14     FORMAT('-','2.      DO YOU KNOW THAT UNDER THE LAW YOU ARE')
            WRITE(6,15)
     15     FORMAT('0',7X,'ENTITLED TO A REFUND ON ALL SOFT DRINK BOTTLES AND
           *CANS?')
            WRITE(6,16)ACUM(1)
     16     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID YES')
            WRITE(6,17)ACUM(2)
     17     FORMAT('0',10X,F5.1,' %                SAID THEY HEARD SOMETHING AB
           *OUT IT')
            WRITE(6,18)ACUM(3)
     18     FORMAT('0',10X,F5.1,' %                SAID NO')
            WRITE(6,85)ACUM(6)
            CALL SORT(A3)
            WRITE(6,9)
            WRITE(6,19)
     19     FORMAT('-','3.      DO YOU THINK THAT SUCH A LAW IS NECESSARY?')
            WRITE(6,16)ACUM(1)
            WRITE(6,20)ACUM(2)
     20     FORMAT('0',10X,F5.1,' %                SAID PERHAPS')
            WRITE(6,18)ACUM(3)
            WRITE(6,85)ACUM(6)
            CALL SORT(A4)
            WRITE(6,9)
            WRITE(6,21)
     21     FORMAT('-','4.      HOW DO YOU USUALLY DISPOSE OF SOFT DRINK BOTTLE
           *S AND CANS?')
            WRITE(6,22)ACUM(1)
     22     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID RETURN FOR REFUND')
            WRITE(6,23)ACUM(2)
     23     FORMAT('0',10X,F5.1,' %                SAID PUT IN GARBAGE')
            WRITE(6,24)ACUM(3)
     24     FORMAT('0',10X,F5.1,' %                SAID GIVE TO BOTTLE DRIVES')
            WRITE(6,85)ACUM(6)
            CALL SORT(A5)
            WRITE(6,25)
     25     FORMAT('1','5.      IF YOU RETURN BOTTLES FOR A REFUND,WHERE')
            WRITE(6,26)
```

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/ G LEVEL  20                    MAIN                DATE = 72242          02/18/39
   26     FORMAT('0','        DO YOU USUALLY TAKE THEM?')
          WRITE(6,27)ACUM(1)
   27     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID TO STORE WHERE PURCHASE
         *D')
          WRITE(6,28)ACUM(2)
   28     FORMAT('0',10X,F5.1,' %                SAID TO NEAREST STORE')
          WRITE(6,85)ACUM(6)
          CALL SORT(A6)
          WRITE(6,9)
          WRITE(6,29)
   29     FORMAT('-','        IF YOU RETURN CANS FOR A REFUND, WHERE')
          WRITE(6,26)
          WRITE(6,27)ACUM(1)
          WRITE(6,28)ACUM(2)
          WRITE(6,30)ACUM(3)
   30     FORMAT('0',10X,F5.1,' %                SAID TO A DEPOT')
          WRITE(6,85)ACUM(6)
          CALL SORT(A7)
          WRITE(6,9)
          WRITE(6,31)
   31     FORMAT('-','6.      WOULD YOU RETURN MORE CONTAINERS IF THE REFUND
         *WAS HIGHER?')
          WRITE(6,16)ACUM(1)
          WRITE(6,20)ACUM(2)
          WRITE(6,18)ACUM(3)
          WRITE(6,85)ACUM(6)
          CALL SORT(A8)
          WRITE(6,9)
          WRITE(6,32)
   32     FORMAT('-','7.      HOW WOULD AN INCREASE IN THE DEPOSIT AFFECT')
          WRITE(6,33)
   33     FORMAT('0','        YOUR PURCHASES OF SOFT DRINKS?')
          WRITE(6,34)ACUM(1)
   34     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID THEY WOULD BUY LESS')
          WRITE(6,35)ACUM(2)
   35     FORMAT('0',10X,F5.1,' %                SAID NO CHANGE')
          WRITE(6,36)ACUM(3)
   36     FORMAT('0',10X,F5.1,' %                SAID THEY WOULD BUY MORE')
          WRITE(6,85)ACUM(6)
          CALL SORT(A9)
          WRITE(6,9)
          WRITE(6,37)
   37     FORMAT('-','8.      DO YOU FEEL THE PRESENT SYSTEM FOR REFUNDING CO
         *NTAINERS IS ADEQUATE?')
          WRITE(6,16)ACUM(1)
          WRITE(6,18)ACUM(2)
          WRITE(6,85)ACUM(6)
          CALL SORT(A10)
          WRITE(6,38)
   38     FORMAT('1','9.      WHERE WOULD YOU PREFER TO RETURN AN EMPTY CONTA
         *INER?')
          WRITE(6,39)ACUM(1)
   39     FORMAT('-',10X, F5.1,' % OF HOUSEHOLDS SAID TO A RETAIL STORE')
          WRITE(6,40)
   40     FORMAT('0',20X,'THAT SELLS THAT CONTAINER')
          WRITE(6,41)ACUM(2)
   41     FORMAT('0',10X,F5.1,' %                SAID TO A CENTRAL DEPOT')
          WRITE(6,85)ACUM(6)
          CALL SORT(A11)
          WRITE(6,9)
          WRITE(6,42)
   42     FORMAT('-','10.     IF YOU HAD TO GO TO A DEPOT, WHAT WOULD BE')
          WRITE(6,43)
   43     FORMAT('0','        THE MAXIMUM DISTANCE YOU WOULD TRAVEL?')
          WRITE(6,44)ACUM(1)
   44     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID LESS THAN 1/2 MILE')
          WRITE(6,45)ACUM(2)
   45     FORMAT('0',10X,F5.1,' %                SAID 1/2 TO 1 MILE')
          WRITE(6,46)ACUM(3)
   46     FORMAT('0',10X,F5.1,' %                SAID 1 TO 2 MILES')
          WRITE(6,47)ACUM(4)
   47     FORMAT('0',10X,F5.1,' %                SAID 2 TO 3 MILES')
          WRITE(6,48)ACUM(5)
```

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/ G LEVEL  20                    MAIN                DATE = 72242          02/18/39
   48     FORMAT('0',10X,F5.1,' %                    SAID MORE THAN 3 MILES')
          WRITE(6,85)ACUM(6)
          CALL SORT(A12)
          WRITE(6,9)
          WRITE(6,49)
   49     FORMAT('-','11.     WOULD YOU LIKE TO SEE A DEPOT SET UP TO TAKE')
          WRITE(6,50)
   50     FORMAT('0','        ALL TYPES AND BRANDS OF BEVERAGE CONTAINERS?')
          WRITE(6,16)ACUM(1)
          WRITE(6,20)ACUM(2)
          WRITE(6,18)ACUM(3)
          WRITE(6,85)ACUM(6)
          WRITE(6,9)
          WRITE(6,51)
   51     FORMAT('-','12.     WHAT TYPE OF CONTAINER DO YOU USUALLY BUY?')
          CALL SORT(A13)
          WRITE(6,52)ACUM(1)
   52     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID REFILLABLE BOTTLES')
          WRITE(6,53)ACUM(2)
   53     FORMAT('0',10X,F5.1,' %                    SAID NONREFILLABLE BOTTLES')
          WRITE(6,54)ACUM(3)
   54     FORMAT('0',10X,F5.1,' %                    SAID CANS')
          WRITE(6,85)ACUM(6)
          CALL SORT(A14)
          WRITE(6,9)
          WRITE(6,55)
   55     FORMAT('-','13.     WHAT TYPE OF CONTAINER WOULD YOU PREFER TO BUY?
         *')
          WRITE(6,52)ACUM(1)
          WRITE(6,53)ACUM(2)
          WRITE(6,54)ACUM(3)
          WRITE(6,85)ACUM(6)
          CALL SORT(A15)
          WRITE(6,56)
   56     FORMAT('1','14.     WOULD YOU PREFER TO SEE A STANDARD SOFT DRINK')
          WRITE(6,57)
   57     FORMAT('0','        BOTTLE USED BY ALL MANUFACTURERS?')
          WRITE(6,16)ACUM(1)
          WRITE(6,20)ACUM(2)
          WRITE(6,18)ACUM(3)
          WRITE(6,85)ACUM(6)
          WRITE(6,9)
          WRITE(6,58)
   58     FORMAT('-','15.     WOULD YOU PURCHASE SUCH A BOTTLE IN PREFERENCE'
         *)
          WRITE(6,59)
   59     FORMAT('0','        TO THE MANY EXISTING CONTAINERS?')
          CALL SORT(A16)
          WRITE(6,16)ACUM(1)
          WRITE(6,20)ACUM(2)
          WRITE(6,18)ACUM(3)
          WRITE(6,85)ACUM(6)
          CALL SORT(A17)
          WRITE(6,9)
          WRITE(6,60)
   60     FORMAT('-','16.     ABOUT HOW MANY CONTAINERS DO YOU COLLECT')
          WRITE(6,61)
   61     FORMAT('0','        BEFORE YOU RETURN THEM?')
          WRITE(6,62)ACUM(1)
   62     FORMAT('-',10X,F5.1,' % OF HOUSEHOLDS SAID 6 OR LESS')
          WRITE(6,63)ACUM(2)
   63     FORMAT('0',10X,F5.1,' %                    SAID 6 TO 12')
          WRITE(6,64)ACUM(3)
   64     FORMAT('0',10X,F5.1,' %                    SAID 12 TO 24')
          WRITE(6,65)ACUM(4)
   65     FORMAT('0',10X,F5.1,' %                    SAID 24 TO 48')
          WRITE(6,66)ACUM(5)
   66     FORMAT('0',10X,F5.1,' %                    SAID GREATER THAN 48')
          WRITE(6,85)ACUM(6)
          CALL SORT(A18)
          WRITE(6,9)
          WRITE(6,67)
   67     FORMAT('-','17.     HAVE YOU HAD DIFFICULTY IN OBTAINING A CASH')
```

```
V G LEVEL  20                    MAIN                DATE = 72242          02/18/39

      WRITE(6,68)
   68 FORMAT('0','        REFUND ON EMPTY CONTAINERS?')
      WRITE(6,16)ACUM(1)
      WRITE(6,18)ACUM(2)
      WRITE(6,85)ACUM(6)
      CALL SORT(A19)
      WRITE(6,69)
   69 FORMAT('1','18.    DO YOU THINK THE COMPULSORY DEPOSIT ON')
      WRITE(6,70)
   70 FORMAT('0','        CONTAINERS IS HELPING TO REDUCE LITTER?')
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
      WRITE(6,85)ACUM(6)
      CALL SORT(A20)
      WRITE(6,9)
      WRITE(6,71)
   71 FORMAT('-','19.    WHAT MEASURES WOULD BE EFFECTIVE IN REDUCING LI
     *TTER?')
      WRITE(6,72)
   72 FORMAT('-',5X,'PUBLIC EDUCATION?')
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
      WRITE(6,85)ACUM(6)
      CALL SORT(A21)
      WRITE(6,73)
   73 FORMAT('-',5X,'STIFFER FINES FOR LITTERING?')
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
      WRITE(6,85)ACUM(6)
      CALL SORT(A22)
      WRITE(6,74)
   74 FORMAT('-',5X,'HIGHER REFUNDS ON BEVERAGE CONTAINERS?')
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
      WRITE(6,85)ACUM(6)
      WRITE(6,75)
   75 FORMAT('1','20.    WOULD YOU LIKE TO SEE A DEPOSIT-REFUND SYSTEM')
      WRITE(6,76)
   76 FORMAT('0','        ON OTHER CONSUMER ITEMS SUCH AS:')
      WRITE(6,77)
   77 FORMAT('-',5X,'LIQUOR AND WINE BOTTLES')
      CALL SORT(A23)
      WRITE(6,16)ACUM(1)
      WRITE(6,18)ACUM(2)
      WRITE(6,85)ACUM(6)
      WRITE(6,78)
   78 FORMAT('-',5X,'FOOD CANS AND JARS')
      CALL SORT(A24)
      WRITE(6,16)ACUM(1)
      WRITE(6,18)ACUM(2)
      WRITE(6,85)ACUM(6)
      WRITE(6,79)
   79 FORMAT('-',5X,'PAPER PRODUCTS')
      CALL SORT(A25)
      WRITE(6,16)ACUM(1)
      WRITE(6,18)ACUM(2)
      WRITE(6,85)ACUM(6)
      WRITE(6,80)
   80 FORMAT('-',5X,'AUTOMOBILES')
      CALL SORT(A26)
      WRITE(6,16)ACUM(1)
      WRITE(6,18)ACUM(2)
      WRITE(6,85)ACUM(6)
      WRITE(6,9)
      WRITE(6,81)
   81 FORMAT('-','21.    WOULD YOU BE WILLING TO SEPARATE YOUR HOUSEHOLD
     *')
      WRITE(6,82)
   82 FORMAT('0',7X,'GARBAGE INTO PAPER, GLASS, METAL, AND WET GARBAGE C
```

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/ G LEVEL  20                    MAIN                DATE = 72242          02/18/39

     *ONTAINERS?')
      CALL SORT(A27)
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
      WRITE(6,85)ACUM(6)
      WRITE(6,9)
      WRITE(6,83)
83    FORMAT('-','22.     WOULD YOU BE WILLING TO TAKE ALL OR SOME OF')
      WRITE(6,84)
84    FORMAT('0','        THE SEPARATED PORTIONS TO A NEARBY SALVAGE DEPO
     *T?')
      CALL SORT(A28)
      WRITE(6,16)ACUM(1)
      WRITE(6,20)ACUM(2)
      WRITE(6,18)ACUM(3)
85    FORMAT('0',10X,F5.1,' %                  DID NOT ANSWER')
      WRITE(6,85)ACUM(5)
      STOP
      END
```

```
G LEVEL  20                    SORT                    DATE = 72242          02/18/39

      SUBROUTINE SORT(A0)
      INTEGER*2 ACCUM(6),A0(3000)
      REAL ACUM(6)
      COMMON N,ACUM
      DO 4 I=1,6
    4 ACCUM(I)=0
      DO 5 I=1,N
      IF ((A0(I).LT.1).OR.(A0(I).GT.6)) GO TO 5
      ACCUM(A0(I))=ACCUM(A0(I))+1
    5 CONTINUE
      DO 6 I=1,6
    6 ACUM(I)=(ACCUM(I)*100.0)/N
      RETURN
      END
```

RETAILER QUESTIONNAIRE

PROGRAM

RETAILER QUESTIONNAIRE PROGRAM


```
V G LEVEL  20                    MAIN                    DATE = 72241          20/31/38

      C     THIS PROGRAM GIVES A BREAKDOWN OF THE CODED ANSWERS TO THE
      C     'QUESTIONNAIRE FOR RETAILERS OF SOFT DRINKS' ACCORDING TO
      C     THE TYPES OF BUSINESSES
      C     THEN ACCORDING TO HOW FAMILIAR RETAILERS ARE WITH THE ACT AND
      C     FINALLY ACCORDING TO HOW MUCH CUSTOMERS KNOW ABOUT REFUNDS
      C     ANSWERS ARE THE PRECENTAGE OF A CERTAIN TYPE OF BUSINESS THAT GAVE
      C     THAT PARTICULAR ANSWER
  515 FORMAT('-')
  516 FORMAT('0',20X,F5.1,' %                              DID NOT ANSWER')
  517 FORMAT('0',20X,F5.1,' %                    DID NOT ANSWER')
  518 FORMAT('0',35X,F5.1,' %                              DID NOT ANSWER')
  519 FORMAT('0',25X,F5.1,' %                              DID NOT ANSWER')
  400 FORMAT('-',5X,'BREAKDOWN OF ANSWERS ACCORDING TO TYPE OF BUSINESS'
     *)
      INTEGER BUS(1000),BUSFAM(1000),CUSFAM(1000),PRCNTR(1000),
     *        PRCNTN(1000),PRCNTC(1000),CHNGER(1000),CHNGEN(1000),
     *        CHNGEC(1000),RETURN(1000),HANDLE(1000),CHARGE(1000),
     *        BRANDS(1000),HOWFAR(1000),HEALTH(1000),DEPUP(1000),
     *P(1000),POPULR(1000),OPNION(1000),LITTER(1000), ARAY(6,7),
     *        ACCUM(7),STNDRD(1000),SELL(1000),PREFER(1000)
      REAL      ARRAY(6,7)
      COMMON ARRAY,ARAY,ACCUM
      READ(5,15)N
   15 FORMAT(I5)
      ACCUM(7)=N
      DO 2 I=1,N
      READ(5,1)BUS(I),BUSFAM(I),CUSFAM(I),PRCNTR(I),PRCNTN(I),PRCNTC(I),
     *        CHNGER(I),CHNGEN(I),CHNGEC(I),RETURN(I),HANDLE(I),
     *        CHARGE(I),BRANDS(I),HOWFAR(I),HEALTH(I),DEPUP(I),
     *P(I)    ,POPULR(I),OPNION(I),LITTER(I),STNDRD(I),SELL(I),PREFER(I)
    1 FORMAT(23I1)
    2 CONTINUE
      C
      C
      DO 101 I=1,6
  101 ACCUM(I)=0
      DO 3 I=1,N
    3 ACCUM(BUS(I)+1)=ACCUM(BUS(I)+1)+1
      WRITE(6,401)N
  401 FORMAT('1','OF THE ',I4,' BUSINESSES SURVEYED IN THIS QUESTIONNAIR
     *E,')
      DO 12 J=1,5
      PERCNT=(ACCUM(J)*100.0)/N
      IF(J.EQ.1)GOTO 407
      IF(J.EQ.2)GOTO 408
      IF(J.EQ.3)GOTO 409
      IF(J.EQ.4)GOTO 410
      IF(J.EQ.5)GOTO 411
  407 WRITE(6,402)ACCUM(J),PERCNT
      GOTO 12
  408 WRITE(6,403)ACCUM(J),PERCNT
      GOTO 12
  409 WRITE(6,404)ACCUM(J),PERCNT
      GOTO 12
  410 WRITE(6,405)ACCUM(J),PERCNT
      GOTO 12
  411 WRITE(6,406)ACCUM(J),PERCNT
      GOTO 12
  402 FORMAT('0',20X,I3,' OR ',F5.1,' % WERE GROCERY/CONFECTIONARIES')
  403 FORMAT('0',20X,I3,' OR ',F5.1,' % WERE DRUGSTORES')
  404 FORMAT('0',20X,I3,' OR ',F5.1,' % WERE SERVICE STATION/CAR WASHES'
     *)
  405 FORMAT('0',20X,I3,' OR ',F5.1,' % WERE VENDING MACHINE COMPANIES')
  406 FORMAT('0',20X,I3,' OR ',F5.1,' % WERE SUPERMARKETS')
   12 CONTINUE
      DO 51 I=1,6
      IF(ACCUM(I).EQ.0)ACCUM(I)=1
   51 CONTINUE
      WRITE(6,515)
      WRITE(6,515)
      WRITE(6,412)
  412 FORMAT('-','2.  WHEN ASKED WHETHER OR NOT THEY WERE FAMILIAR')
      WRITE(6,4125)
```

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V G LEVEL  20                    MAIN                DATE = 72241          20/31/38
  4125  FORMAT('0','      WITH THE BEVERAGE CONTAINER ACT')
        CALL TYPE(BUSFAM,BUS)
        WRITE(6,415) ARRAY(3,7)
  415   FORMAT('0',20X,F5.1,' % OF ALL BUSINESSES SAID YES')
        WRITE(6,416) ARRAY(2,7)
  416   FORMAT('0',20X,F5.1,' %                    SAID SOMEWHAT')
        WRITE(6,417) ARRAY(1,7)
  417   FORMAT('0',20X,F5.1,' %                    SAID NO')
        WRITE(6,516)ARRAY(6,7)
        WRITE(6,400)
        WRITE(6,418)
  418   FORMAT('0',37X,'YES        SOMEWHAT   NO')
        WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
  419   FORMAT('0',5X,'GROCERY-CONFECTIONARIES',7X,3(F5.1,'%',4X))
        WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
  420   FORMAT('0',5X,'DRUGSTORES',20X,3(F5.1,'%',4X))
        WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
  421   FORMAT('0',5X,'SERVICE STATION - CARWASHES',3X,3(F5.1,'%',4X))
        WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
  422   FORMAT('0',5X,'VENDING MACHINE COMPANIES',5X,3(F5.1,'%',4X))
        WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
  423   FORMAT('0',5X,'SUPERMARKETS',18X,3(F5.1,'%',4X))
        WRITE(6,413)
  413   FORMAT('1','3.     WHEN ASKED IF THEIR CUSTOMERS KNEW A REFUND')
        WRITE(6,4135)
 4135   FORMAT('0','      WAS PAYABLE ON ALL SOFT DRINK CONTAINERS')
        CALL TYPE(CUSFAM,BUS)
        WRITE(6,424)ARRAY(3,7)
        WRITE(6,425)ARRAY(2,7)
        WRITE(6,426)ARRAY(1,7)
  424   FORMAT('0',20X,F5.1,' % OF THEM SAID THAT MOST OF THE CUSTOMERS DI
     *D')
  425   FORMAT('0',20X,F5.1,' %           SAID THAT ABOUT 1/2 DID')
  426   FORMAT('0',20X,F5.1,' %           SAID THAT MOST DID NOT')
        WRITE(6,517)ARRAY(6,7)
        WRITE(6,400)
        WRITE(6,427)
  427   FORMAT('0',33X,'MOST DO   ABOUT 1/2 DO  MOST DO NOT')
        WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
        WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
        WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
        WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
        WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
        WRITE(6,515)
        WRITE(6,414)
  414   FORMAT('-','4.     WHEN ASKED WHAT TYPES OF CONTAINERS THE RETAILER
     * SOLD,')
        DO 21 I=1,6
        DO 20 J=1,3
  20    ARAY(I,J)=0
  21    CONTINUE
        DO 22 I=1,N
        ARAY(BUS(I)+1,1)=ARAY(BUS(I)+1,1)+PRCNTR(I)
        ARAY(BUS(I)+1,2)=ARAY(BUS(I)+1,2)+PRCNTN(I)
  22    ARAY(BUS(I)+1,3)=ARAY(BUS(I)+1,3)+PRCNTC(I)
        DO 24 I=1,6
        DO 23 J=1,3
  23    ARRAY(I,J)=(ARAY(I,J)*11.1)/ACCUM(I)
  24    CONTINUE
        WRITE(6,428) ARRAY(1,1)
  428   FORMAT('0',5X,'GROCERY/CONFECTIONARIES ON THE AVERAGE SAID ',F5.1,
     *' % REFILLABLE BOTTLES')
        WRITE(6,429)ARRAY(1,2)
  429   FORMAT('0',49X,F5.1,' % NON-REFILLABLE BOTTLES')
        WRITE(6,430)ARRAY(1,3)
  430   FORMAT('0',49X,F5.1,' % CANS')
        WRITE(6,431)ARRAY(2,1)
  431   FORMAT('0',5X,'DRUGSTORES ON THE AVERAGE SAID',14X,F5.1,
     *' % REFILLABLE BOTTLES')
        WRITE(6,429)ARRAY(2,2)
        WRITE(6,430)ARRAY(2,3)
        WRITE(6,432)ARRAY(3,1)
  432   FORMAT('0',5X,'SERVICE STATION/CARWASHES ON THE AVERAGE SAID',
```

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V G LEVEL  20                    MAIN                    DATE = 72241          20/31/38
     *F5.1,' % REFILLABLE BOTTLES')
      WRITE(6,429)ARRAY(3,2)
      WRITE(6,430)ARRAY(3,3)
      WRITE(6,433)ARRAY(4,1)
  433 FORMAT('0',5X,'VENDING. MACH. COMPANIES ON AVERAGE SAID ',F5.1,
     *' % REFILLABLE BOTTLES')
      WRITE(6,429)ARRAY(4,2)
      WRITE(6,430)ARRAY(4,3)
      WRITE(6,434)ARRAY(5,1)
  434 FORMAT('0',5X,'SUPERMARKETS ON THE AVERAGE SAID ',F5.1,
     *' % REFILLABLE BOTTLES')
      WRITE(6,429)ARRAY(5,2)
      WRITE(6,430)ARRAY(5,3)
      WRITE(6,616)
  616 FORMAT('1','5. WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN THE')
      WRITE(6,617)
  617 FORMAT('0','    SALES OF REFILLABLE BOTTLES SINCE JANUARY 1ST,')
      CALL TYPE(CHNGER,BUS)
      WRITE(6,437)ARRAY(3,7)
  437 FORMAT('0',20X,F5.1,' % OF ALL BUSINESSES SAID MORE')
      WRITE(6,438)ARRAY(2,7)
  438 FORMAT('0',20X,F5.1,' %                    SAID NO CHANGE')
      WRITE(6,439)ARRAY(1,7)
  439 FORMAT('0',20X,F5.1,' %                    SAID LESS')
      WRITE(6,516)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,440)
  440 FORMAT('-',37X,'LESS    NO CHANGE   MORE')
      WRITE(6,419)ARRAY(1,1),ARRAY(2,1),ARRAY(3,1)
      WRITE(6,420)ARRAY(1,2),ARRAY(2,2),ARRAY(3,2)
      WRITE(6,421)ARRAY(1,3),ARRAY(2,3),ARRAY(3,3)
      WRITE(6,422)ARRAY(1,4),ARRAY(2,4),ARRAY(3,4)
      WRITE(6,423)ARRAY(1,5),ARRAY(2,5),ARRAY(3,5)
      WRITE(6,515)
      WRITE(6,441)
  441 FORMAT('0','WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN SALES OF N
     *ON-REFILLABLE BOTTLES,')
      CALL TYPE(CHNGEN,BUS)
      WRITE(6,437)ARRAY(3,7)
      WRITE(6,438)ARRAY(2,7)
      WRITE(6,439)ARRAY(1,7)
      WRITE(6,516)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,440)
      WRITE(6,419)ARRAY(1,1),ARRAY(2,1),ARRAY(3,1)
      WRITE(6,420)ARRAY(1,2),ARRAY(2,2),ARRAY(3,2)
      WRITE(6,421)ARRAY(1,3),ARRAY(2,3),ARRAY(3,3)
      WRITE(6,422)ARRAY(1,4),ARRAY(2,4),ARRAY(3,4)
      WRITE(6,423)ARRAY(1,5),ARRAY(2,5),ARRAY(3,5)
      WRITE(6,515)
      WRITE(6,442)
  442 FORMAT('0','WHEN ASKED IF THERE HAD BEEN ANY CHANGES IN SALES OF C
     *ANS,')
      CALL TYPE(CHNGEC,BUS)
      WRITE(6,437)ARRAY(3,7)
      WRITE(6,438)ARRAY(2,7)
      WRITE(6,439)ARRAY(1,7)
      WRITE(6,516)ARRAY(6,7)
      WRITE(6,440)
      WRITE(6,419)ARRAY(1,1),ARRAY(2,1),ARRAY(3,1)
      WRITE(6,420)ARRAY(1,2),ARRAY(2,2),ARRAY(3,2)
      WRITE(6,421)ARRAY(1,3),ARRAY(2,3),ARRAY(3,3)
      WRITE(6,422)ARRAY(1,4),ARRAY(2,4),ARRAY(3,4)
      WRITE(6,423)ARRAY(1,5),ARRAY(2,5),ARRAY(3,5)
      WRITE(6,515)
      WRITE(6,618)
  618 FORMAT('1','6.  WHEN ASKED IF THEY PREFERRED TO TAKE BACK EMPTY')
      WRITE(6,619)
  619 FORMAT('0','    CONTAINERS AT THEIR PLACE OF BUSINESS,')
      CALL TYPE(RETURN,BUS)
      WRITE(6,444)ARRAY(5,7)
  444 FORMAT('0',20X,F5.1,' % OF ALL BUSINESSES SAID YES')
      WRITE(6,445)ARRAY(4,7)
```

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V G LEVEL  20                    MAIN                    DATE = 72241          20/31/38
      445   FORMAT('0',20X,F5.1,' %                          SAID REFILLABLE BOTTLES
     *ONLY')
            WRITE(6,446)ARRAY(3,7)
      446   FORMAT('0',20X,F5.1,' %                          SAID CANS ONLY')
            WRITE(6,447)ARRAY(2,7)
      447   FORMAT('0',20X,F5.1,' %                          SAID LIMITED NUMBER')
            WRITE(6,448)ARRAY(1,7)
      448   FORMAT('0',20X,F5.1,' %                          SAID NO,NONE AT ALL')
            WRITE(6,516)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,449)
      449   FORMAT('-',34X,'YES       BOTTLES    CANS      LIMITED    NONE')
            WRITE(6,450)(ARRAY(6-J,1),J=1,5)
            WRITE(6,451)(ARRAY(6-J,2),J=1,5)
            WRITE(6,452)(ARRAY(6-J,3),J=1,5)
            WRITE(6,453)(ARRAY(6-J,4),J=1,5)
            WRITE(6,454)(ARRAY(6-J,5),J=1,5)
      450   FORMAT('0',5X,'GROCERY/CONFECTIONARY', 6X,5(F5.1,' %    '))
      451   FORMAT('0',5X,'DRUGSTORE',18X,5(F5.1,' %    '))
      452   FORMAT('0',5X,'SERVICE STATION/CAR WASH',3X,5(F5.1,' %    '))
      453   FORMAT('0',5X,'VENDING MACHINE COMPANY',4X,5(F5.1,' %    '))
      454   FORMAT('0',5X,'SUPERMARKET',16X,5(F5.1,' %    '))
            WRITE(6,515)
            WRITE(6,455)
      455   FORMAT('-','7.   WHEN ASKED IF THEY WOULD TAKE BACK CONTAINERS IF
     *PAID A HANDLING CHARGE,')
            CALL TYPE(HANDLE,BUS)
            WRITE(6,456)ARRAY(3,7)
      456   FORMAT('0',35X,F5.1,' % OF ALL BUSINESSES SAID YES')
            WRITE(6,457)ARRAY(2,7)
      457   FORMAT('0',35X,F5.1,' %                          SAID LIMITED NUMBER')
            WRITE(6,458)ARRAY(1,7)
      458   FORMAT('0',35X,F5.1,' %                          SAID NO')
            WRITE(6,518)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,459)
      459   FORMAT('-',37X,'YES LIMITED NUMBER  NO')
            WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
            WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
            WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
            WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
            WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
            WRITE(6,460)
      460   FORMAT('1','8.   WHEN ASKED WHAT THEIR HANDLING COSTS WOULD BE FOR
     * A CASE OF 24 CONTAINERS,')
            CALL TYPE(CHARGE,BUS)
            WRITE(6,461)ARRAY(1,7)
      461   FORMAT('0',25X,F5.1,' % OF ALL BUSINESSES SAID LESS THAN 5 CENTS')
            WRITE(6,462)ARRAY(2,7)
      462   FORMAT('0',25X,F5.1,' %                          SAID 5 -10 CENTS')
            WRITE(6,463)ARRAY(3,7)
      463   FORMAT('0',25X,F5.1,' %                          SAID 10 -20 CENTS')
            WRITE(6,464)ARRAY(4,7)
      464   FORMAT('0',25X,F5.1,' %                          SAID 20 -25 CENTS')
            WRITE(6,465)ARRAY(5,7)
      465   FORMAT('0',25X,F5.1,' %                          SAID MORE THAN 25 CENTS'
     *)
            WRITE(6,519)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,466)
      466   FORMAT('0',34X,'<5        5 -10      10 -20     20 -25     >25 ')
            WRITE(6,450)(ARRAY(J,1),J=1,5)
            WRITE(6,451)(ARRAY(J,2),J=1,5)
            WRITE(6,452)(ARRAY(J,3),J=1,5)
            WRITE(6,453)(ARRAY(J,4),J=1,5)
            WRITE(6,454)(ARRAY(J,5),J=1,5)
            WRITE(6,515)
            WRITE(6,467)
      467   FORMAT('-','9.   WHEN ASKED IF THEY THOUGHT DEPOTS SHOULD ACCEPT A
     *LL BRANDS OF CONTAINER,')
            CALL TYPE(BRANDS,BUS)
            WRITE(6,468)ARRAY(2,7)
      468   FORMAT('0',35X,F5.1,' % OF ALL BUSINESSES SAID YES')
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V G LEVEL  20                    MAIN                    DATE = 72241          20/31/38

      WRITE(6,469)ARRAY(3,7)
  469 FORMAT('0',35X,F5.1,' %                          SAID PERHAPS')
      WRITE(6,470)ARRAY(1,7)
  470 FORMAT('0',35X,F5.1,' %                          SAID NO')
      WRITE(6,518)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,471)
  471 FORMAT('0',37X,'YES      PERHAPS      NO')
      WRITE(6,419)ARRAY(2,1),ARRAY(3,1),ARRAY(1,1)
      WRITE(6,420)ARRAY(2,2),ARRAY(3,2),ARRAY(1,2)
      WRITE(6,421)ARRAY(2,3),ARRAY(3,3),ARRAY(1,3)
      WRITE(6,422)ARRAY(2,4),ARRAY(3,4),ARRAY(1,4)
      WRITE(6,423)ARRAY(2,5),ARRAY(3,5),ARRAY(1,5)
      WRITE(6,472)
  472 FORMAT('1','10.  WHEN ASKED WHAT A REASONABLE BUSINESS-TO-DEPOT DI
     *STANCE WAS,')
      CALL TYPE(HOWFAR,BUS)
      WRITE(6,473)ARRAY(1,7)
  473 FORMAT('0',25X,F5.1,' % OF ALL BUSINESSES SAID LESS THAN 1/2 MILE'
     *)
      WRITE(6,474)ARRAY(2,7)
  474 FORMAT('0',25X,F5.1,' %                          SAID 1/2 - 1 MILE')
      WRITE(6,475)ARRAY(3,7)
  475 FORMAT('0',25X,F5.1,' %                          SAID 1 - 2 MILES')
      WRITE(6,476)ARRAY(4,7)
  476 FORMAT('0',25X,F5.1,' %                          SAID 2 - 3 MILES')
      WRITE(6,477)ARRAY(5,7)
  477 FORMAT('0',25X,F5.1,' %                          SAID MORE THAN 3 MILES')
      WRITE(6,519)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,4785)
 4785 FORMAT('0',32X,'<1/2 M.    1/2 - 1 M.  1-2 M.     2-3 M.     >3 MILES')
      WRITE(6,450)(ARRAY(J,1),J=1,5)
      WRITE(6,451)(ARRAY(J,2),J=1,5)
      WRITE(6,452)(ARRAY(J,3),J=1,5)
      WRITE(6,453)(ARRAY(J,4),J=1,5)
      WRITE(6,454)(ARRAY(J,5),J=1,5)
      WRITE(6,515)
      WRITE(6,478)
  478 FORMAT('-','11. WHEN ASKED IF THEY PREFERRED TO SEE EMPTY CONTAINE-
     *RS KEPT OUT OF FOOD STORES,')
      CALL TYPE(HEALTH,BUS)
      WRITE(6,479)ARRAY(3,7)
  479 FORMAT('0',35X,F5.1,' % OF ALL BUSINESSES SAID YES')
      WRITE(6,480)ARRAY(2,7)
  480 FORMAT('0',35X,F5.1,' %                          SAID NO OPINION')
      WRITE(6,481)ARRAY(1,7)
  481 FORMAT('0',35X,F5.1,' %                          SAID NO')
      WRITE(6,518)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,482)
  482 FORMAT('0',37X,'YES    NO OPINION     NO')
      WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
      WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
      WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
      WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
      WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
      WRITE(6,483)
  483 FORMAT('1','12. WHEN ASKED IF THEY THOUGHT RAISING THE DEPOSIT')
      WRITE(6,4835)
 4835 FORMAT('0','      WOULD INCREASE THE RATE OF RETURN')
      CALL TYPE(DEPOT,BUS)
      WRITE(6,479)ARRAY(3,7)
      WRITE(6,484)ARRAY(2,7)
  484 FORMAT('0',35X,F5.1,' %                          SAID PERHAPS')
      WRITE(6,481)ARRAY(1,7)
      WRITE(6,518)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,471)
      WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
      WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
      WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
      WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
```

```
V G LEVEL  20                    MAIN                DATE = 72241          20/31/38
      WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
      WRITE(6,515)
      WRITE(6,485)
  485 FORMAT('-','13. WHEN ASKED WHAT THE REFUND WOULD HAVE TO BE TO')
      WRITE(6,4855)
 4855 FORMAT('0','      ENSURE A HIGH CONTAINER RETURN RATE')
      CALL TYPE(P,BUS)
      WRITE(6,486)ARRAY(1,7)
  486 FORMAT('0',35X,F5.1,' % OF BUSINESSES SAID 3 CENTS')
      WRITE(6,487)ARRAY(2,7)
  487 FORMAT('0',35X,F5.1,' %                SAID 5 CENTS')
      WRITE(6,488)ARRAY(3,7)
  488 FORMAT('0',35X,F5.1,' %                SAID 10 CENTS')
      WRITE(6,489)ARRAY(4,7)
  489 FORMAT('0',35X,F5.1,' %                SAID 15 CENTS')
      WRITE(6,490)ARRAY(5,7)
  490 FORMAT('0',35X,F5.1,' %                SAID 25 CENTS OR MORE')
      WRITE(6,518)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,491)
  491 FORMAT('-',37X,'3          5          10          15          >25 ')
      WRITE(6,450)(ARRAY(J,1),J=1,5)
      WRITE(6,451)(ARRAY(J,2),J=1,5)
      WRITE(6,452)(ARRAY(J,3),J=1,5)
      WRITE(6,453)(ARRAY(J,4),J=1,5)
      WRITE(6,454)(ARRAY(J,5),J=1,5)
      WRITE(6,492)
  492 FORMAT('1','14.  WHEN ASKED WHAT TYPE OF CONTAINER IS MOST POPULAR
     * WITH THE CUSTOMER,')
      CALL TYPE(POPULR,BUS)
      WRITE(6,493)ARRAY(1,7)
  493 FORMAT('0',25X,F5.1,' % OF BUSINESSES SAID REFILLABLE BOTTLE')
      WRITE(6,494)ARRAY(2,7)
  494 FORMAT('0',25X,F5.1,' %                SAID NON-REFILLABLE BOTTLE')
      WRITE(6,495)ARRAY(3,7)
  495 FORMAT('0',25X,F5.1,' %                SAID CAN')
      WRITE(6,496)ARRAY(4,7)
  496 FORMAT('0',25X,F5.1,' %                SAID NO DIFFERENCE')
      WRITE(6,519)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,497)
  497 FORMAT('0',30X,'REFILL.   NON-REF. BOT.  CAN   NO DIFFERENCE')
      WRITE(6,450)(ARRAY(J,1),J=1,4)
      WRITE(6,451)(ARRAY(J,2),J=1,4)
      WRITE(6,452)(ARRAY(J,3),J=1,4)
      WRITE(6,453)(ARRAY(J,4),J=1,4)
      WRITE(6,454)(ARRAY(J,5),J=1,4)
      WRITE(6,515)
      WRITE(6,498)
  498 FORMAT('-','15.  WHEN ASKED WHAT THEIR OPINION OF THE BEVERAGE CON
     *TAINER LEGISLATION WAS,')
      CALL TYPE(OPNION,BUS)
      WRITE(6,499)ARRAY(3,7)
  499 FORMAT('0',25X,F5.1,' % OF BUSINESSES SAID THEY AGREE TOTALLY')
      WRITE(6,500)ARRAY(2,7)
  500 FORMAT('0',25X,F5.1,' %                SAID THEY AGREE PARTIALLY')
      WRITE(6,501)ARRAY(1,7)
  501 FORMAT('0',25X,F5.1,' %                SAID THEY DISAGREE TOTALLY')
      WRITE(6,519)ARRAY(6,7)
      WRITE(6,400)
      WRITE(6,502)
  502 FORMAT('0',23X,'AGREE TOTALLY  AGREE PARTIALLY  DISAGREE TOTALLY')
      WRITE(6,450)(ARRAY(4-J,1),J=1,3)
      WRITE(6,451)(ARRAY(4-J,2),J=1,3)
      WRITE(6,452)(ARRAY(4-J,3),J=1,3)
      WRITE(6,453)(ARRAY(4-J,4),J=1,3)
      WRITE(6,454)(ARRAY(4-J,5),J=1,3)
      WRITE(6,503)
  503 FORMAT('1','16.  WHEN ASKED IF THEY THOUGHT THIS LEGISLATION WAS')
      WRITE(6,504)
  504 FORMAT('0','HELPING TO REDUCE LITTER FROM BEVERAGE CONTAINERS,')
      CALL TYPE(LITTER,BUS)
      WRITE(6,505)ARRAY(3,7)
```

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V G LEVEL  20                    MAIN                    DATE = 72241          20/31/38
      505   FORMAT('0',35X,F5.1,' % OF BUSINESSES SAID YES')
            WRITE(6,506)ARRAY(2,7)
      506   FORMAT('0',35X,F5.1,' %                    SAID SOMEWHAT')
            WRITE(6,507)ARRAY(1,7)
      507   FORMAT('0',35X,F5.1,' %                    SAID NO')
            WRITE(6,518)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,508)
      508   FORMAT('-',37X,'YES      SOMEWHAT     NO')
            WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
            WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
            WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
            WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
            WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
            WRITE(6,515)
            WRITE(6,509)
      509   FORMAT('-','17.  WHEN ASKED IF THEY WOULD LIKE TO SEE A STANDARD')
            WRITE(6,5095)
     5095   FORMAT('0','      SOFT DRINK BOTTLE FOR ALL BRANDS')
            CALL TYPE(STNDRD,BUS)
            WRITE(6,505)ARRAY(3,7)
            WRITE(6,510)ARRAY(2,7)
      510   FORMAT('0',35X,F5.1,' %                    SAID NOT SURE')
            WRITE(6,507)ARRAY(1,7)
            WRITE(6,518)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,511)
      511   FORMAT('-',37X,'YES      NOT SURE     NO')
            WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
            WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
            WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
            WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
            WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
            WRITE(6,512)
      512   FORMAT('1','18.  WHEN ASKED IF THEY WOULD PREFER TO STOCK AND SELL
           * SUCH A BOTTLE,')
            CALL TYPE(SELL,BUS)
            WRITE(6,505)ARRAY(3,7)
            WRITE(6,510)ARRAY(2,7)
            WRITE(6,507)ARRAY(1,7)
            WRITE(6,518)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,511)
            WRITE(6,419)ARRAY(3,1),ARRAY(2,1),ARRAY(1,1)
            WRITE(6,420)ARRAY(3,2),ARRAY(2,2),ARRAY(1,2)
            WRITE(6,421)ARRAY(3,3),ARRAY(2,3),ARRAY(1,3)
            WRITE(6,422)ARRAY(3,4),ARRAY(2,4),ARRAY(1,4)
            WRITE(6,423)ARRAY(3,5),ARRAY(2,5),ARRAY(1,5)
            WRITE(6,515)
            WRITE(6,513)
      513   FORMAT('0','19.  WHEN ASKED WHAT TYPE OF CONTAINER THEY PREFERRED
           *TO HANDLE,')
            CALL TYPE(PREFER,BUS)
            WRITE(6,493)ARRAY(1,7)
            WRITE(6,494)ARRAY(2,7)
            WRITE(6,495)ARRAY(3,7)
            WRITE(6,496)ARRAY(4,7)
            WRITE(6,519)ARRAY(6,7)
            WRITE(6,400)
            WRITE(6,497)
            WRITE(6,450)(ARRAY(J,1),J=1,4)
            WRITE(6,451)(ARRAY(J,2),J=1,4)
            WRITE(6,452)(ARRAY(J,3),J=1,4)
            WRITE(6,453)(ARRAY(J,4),J=1,4)
            WRITE(6,454)(ARRAY(J,5),J=1,4)
            STOP
            END
```

```
V G LEVEL  20                    TYPE                    DATE = 72241          20/31/38

      SUBROUTINE TYPE(BUSFAM,BUS)
      INTEGER  ARAY(6,7),BUS(1000),ACCUM(7),BUSFAM(1000)
      REAL ARRAY(6,7)
      COMMON ARRAY,ARAY,ACCUM
      DO 7 I=1,6
      DO 8 J=1,6
    8   ARAY(I,J)=0
    7   CONTINUE
        M=ACCUM(7)
        DO 30 I=1,M
   30   ARAY(BUSFAM(I)+1,BUS(I)+1)= ARAY(BUSFAM(I)+1,BUS(I)+1)+1
      DO 35 I=1,6
   35 ARAY(I,7)=ARAY(I,1)+ARAY(I,2)+ARAY(I,3)+ARAY(I,4)+ARAY(I,5)+ARAY(I
     *,6)
      DO 40 I=1,7
      DO 45 J=1,6
   45 ARRAY(J,I)=(ARAY(J,I)*100.0)/ACCUM(I)
   40 CONTINUE
      RETURN
      END
```